the Carolina Farmer

FEBRUARY, 1955

Infrared Pig Brooding:
It's As Easy As *ABC*
— see page 8

WUNC
Carolina's non-commercial station boosts farming

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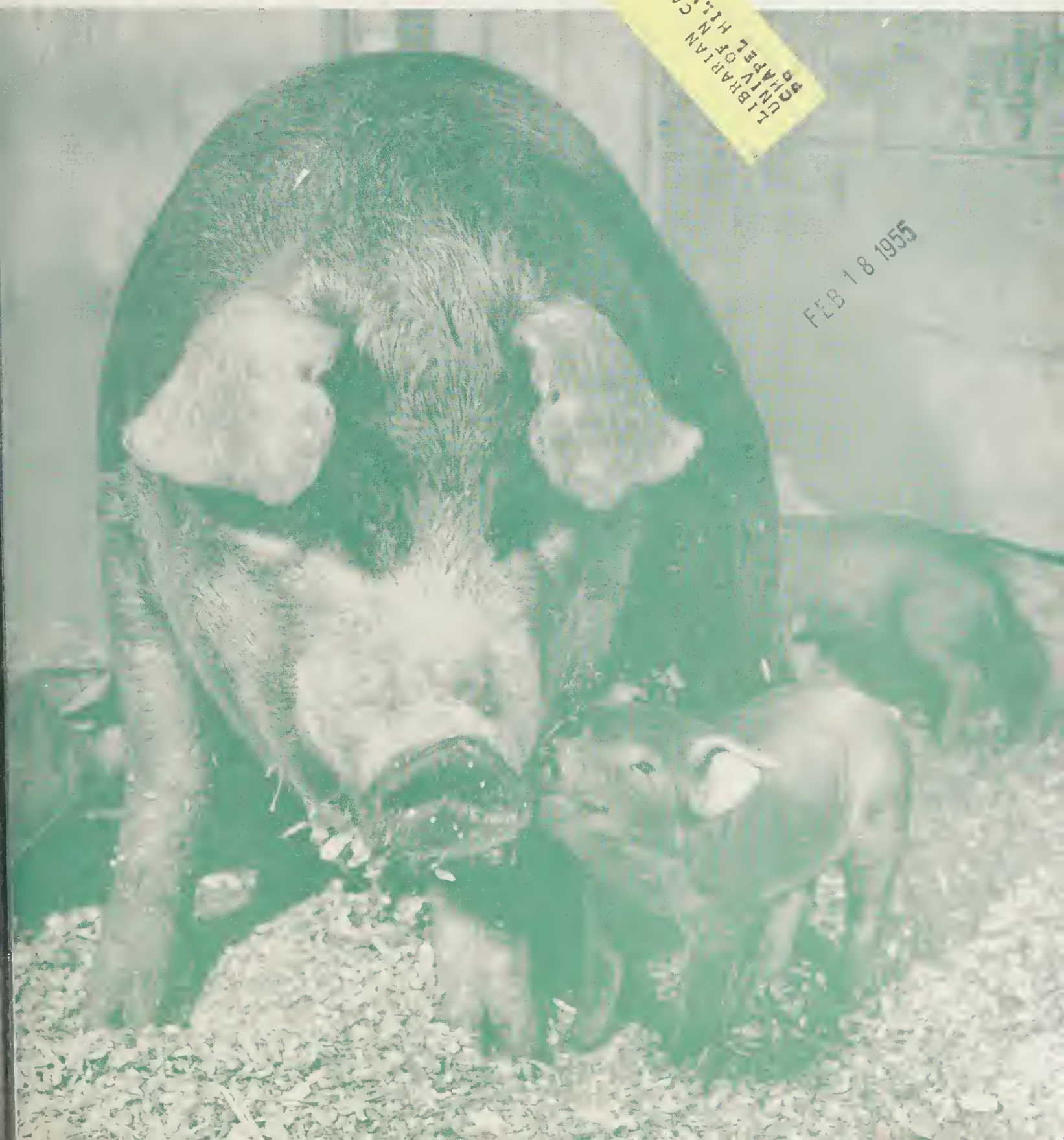
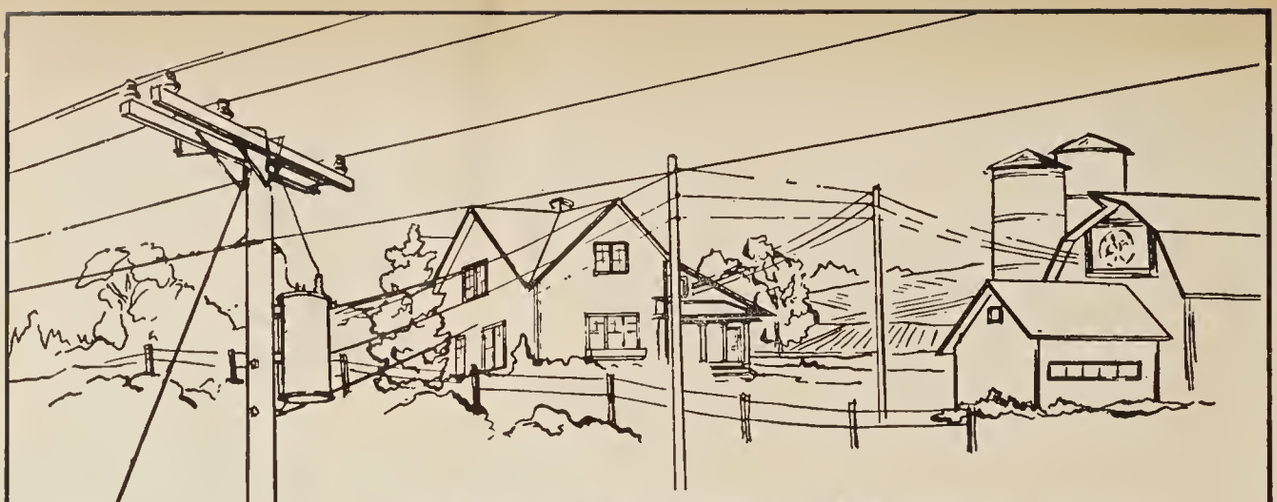
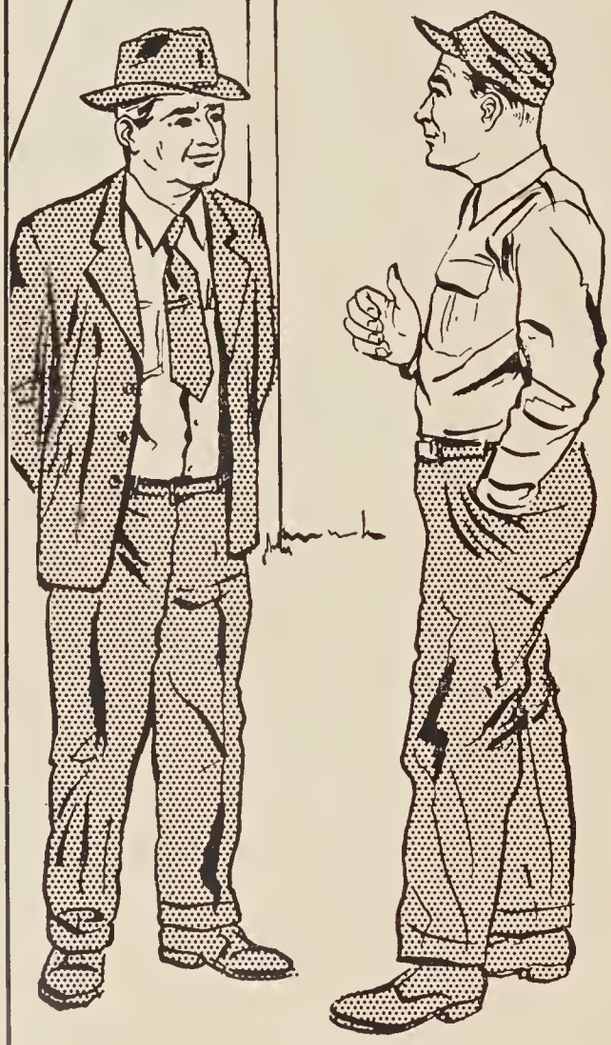




THAT'S THE SECOND NATIONAL BANK?



Of course, it isn't. And everybody knows it isn't. Even though this farmer borrowed money from the bank to finance some improvements, no one associates him or his homestead with the bank.

We're pretty much like that farmer—except when it comes to people's attitudes about us. We borrowed money, too. Not from a bank, of course, but from the Rural Electrification Administration—the REA. And now, everybody calls *us* "the REA." And many of these people actually think we're part of the government.

This rural electric system is no more part of the government than that farmer is part of the Second National Bank. This system, with its office building, the distribution lines, substations, all belongs to the members it serves with electricity. *They* borrowed the money from the government to provide themselves with electric power. Now they're getting the power and paying back the government's money with interest.

No, we're not "the REA." We're certainly proud of that fine government agency, of the vision that created it and the tremendous job it has done in helping the farmers of America to bring electricity to the rural areas. But we're also proud of the fact that we, like all the rural electric systems, are in the very realest sense, free enterprise.

TARHEEL ELECTRIC MEMBERSHIP ASSOCIATION

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the Carolina Farmer
Reg. U. S. Patent Office

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FACING FACTS . . .

The North Carolina State Legislature has been in Raleigh a little more than a month now. As this is written there have been few indications as to what sort of record it will have when the show is over. As yet nothing really controversial has come up.

There have been persistent rumors, however, that farm co-ops can expect a real battle on the question of taxation. The first indication of this came in the opening days, when state officials were briefing the Legislature on the budget. Several questions about how much money co-op taxation would bring in were raised.

Later on, there were reliable reports that a co-op taxation bill similar to the one introduced in the dying days of the last Legislature had already been prepared, and would be introduced when its backers decided the time was "right."

Then there was the young Senate page who was overheard reciting what to him was a cute "poem": "Roses are red, violets are blue. Co-ops don't pay taxes, so why should you?"

The co-op taxation battle has been fought many times. Co-op enemies want to impose an "income" tax on the refunds co-ops pay to their members. They want these refunds to be taxed in the same way profits are taxed in other companies.

This is a sham, as those who support it well know. Refunds are not "profits" to the co-op. If you give someone $5 and tell him to buy you a shirt, and it turns out that the shirt only costs $4.50, he brings you the shirt and change. Is this change a "profit"?

That's what happens in a co-op. If you buy a sack of fertilizer, you pay the going rate. Later, when the actual cost of the fertilizer has been determined, you may get a refund. Is that refund a "profit"?

Just about every official body that has anything to do with taxes has held that it isn't. That includes the North Carolina Legislature and the Congress of the United States. Competent, well-financed committees from both of those bodies have gone extensively into the matter. They have ruled in favor of the co-ops.

But the question always comes up again. There is every reason to believe that the usual "co-op" bill will be introduced in this Legislature. It will be essential that farmers and their organizations be on guard to see that it is soundly defeated once again.

—JERRY ANDERSON

This Month

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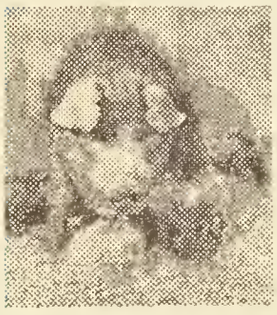

ON THE COVER

Actually, it was a choice between the pig family and some of the lovely contestants entered in the "Miss Rural Electrification" contest to be held this month. Mrs. Sow won out because North Carolina is represented in the swine industry, but not in the contest. Even at that our staff compromise calls for a glamour photo next month of the "Miss" winner. We'll try to oblige.

OFFICIAL PUBLICATION

TARHEEL ELECTRIC MEMBERSHIP ASSOCIATION

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Tarheel FARMING

A Digest of the Month's Most Significant Farm News

Unused Cotton Allotments

Cotton farmers who are unable to plant their full allotment will have the opportunity again this year of releasing the acreage they can't plant to other farmers in the county. In releasing this information late last month, ASC officials cautioned farmers against losing acreage for themselves, their county, and the state because of failure to plant the full allotment and failure to release unused acreage. Cotton planting records in the state indicate there would be from 12,000 to 15,000 acres of cotton allotment unused in North Carolina this year unless farmers take advantage of the releasing privilege. The allotments are determined on a basis of the three-year planting history for the farm. Farmers will lose one-third of the acreage they do not plant in 1955. On the other hand, if this acreage is released in 1955 for use by other farmers, the releasing farmer will be credited with having planted the cotton on his farm. There is one exception to the releasing provision: If a farmer does not plant any cotton for three consecutive years, he loses his allotment regardless of the releasing provision.

Purebred Crossbreeds

Down in Carteret County, a young farmer has developed his own "meat-type" hog. Ronnie Kelly, a Newport 4-H'er, crossed his own Duroc sow with his father's purebred Tamworth boar... The cross produced a long, lean red hog. Now Ronnie has crossed one Tamworth-Duroc gilt with a purebred Duroc boar. This cross is also a long red hog that is expected to gain a little faster.

Bigger Budget Needed

North Carolina's agricultural agencies told the Joint Appropriations Committee recently they need $2,198,332 more than was recommended by the Governor and Advisory Budget Commission. Largest request came from the Agricultural Experiment Station at N. C. State College—$1,128,800. The Department of Agriculture asked $657,-204; the Agricultural Extension Service, $388,348, and the State Soil Conservation Committee, $23,980. L. Y. Ballentine, Commissioner of Agriculture, told the committee that without "the full appropriations we have requested . . . we will not be able to carry our programs on at the present level of operations."

Dairymen Request Amendments

Representatives of the North Carolina dairy industry, at a Raleigh meeting last month, suggested that the Milk Control Act be amended to include a minimum price-fixing plan at the wholesale and retail levels. Under present laws, the Commission has power to set up milk marketing areas and fix minimum prices to producers; however, wholesale and retail price fixing authority was omitted from the original bill passed by the 1953 Legislature. Dairy leaders appointed a committee to propose the amendment, present it to the Attorney General, and return it to the dairy leaders for further study.

Conservation Funds Increased

H. V. Mangum, State ASC official, announced recently that North Carolina farmers will have $1,599,600 more money available for conservation practices this year than last. The additional funds, he said, could not have come at a better time. With abundant supplies of the major crops produced in the state already available, and with production limited on five of our major crops, farmers definitely need to do everything they can to rebuild the soil for future years. He urged the state's farmers to "keep in mind that production needs for future years will call for tremendous production increases to provide for population increases."

Peanut Storage Bill

Sen. Lunsford Crew, Halifax County, presented a tax exemption bill on January 28, designed, he says, to encourage the storage of peanuts in the state. His bill would exempt peanuts stored in North Carolina on January 1 of each year from 8 per cent of the property tax collected by counties and municipalities. Owners of the peanuts would pay 20 per cent of the property tax rate on the stored nuts. The Senator feels that the present tax (11 per cent of their tax valuation) forces buyers to get them out of the state immediately, taking the bulk of the nuts into Virginia.

Hail Insurance Rate Hike

Early this month Insurance Commissioner Charles F. Gold held hearings in Raleigh on the proposed rate change in hail insurance. If this change is adopted, Tar Heel Tobacco farmers can expect to pay $773,415.93 more for their hail insurance during the coming season. The rate filing provides for rate increases ranging from 50 cents to $2 in 25 counties and for decreases ranging from 25 cents to $1 in 13 counties. Tobacco rates would remain unchanged in 62 other counties. The only other proposed changes in crop hail rates would affect cotton in Cleveland and Lincoln counties. A 50 cents cut in the cotton rate is proposed for each of these counties. Counties scheduled for rate increases are: Beaufort, $1.50; Bertie, 75 cents; Caswell, 50 cents; Chatham, $1.25; Chowan, $1; Columbus, 50 cents; Cumberland, 50 cents; Davidson, $1; Durham, $1.25; Granville, $1.50; Greene, $1.25; Harnett, 50 cents; Hoke, 50 cents; Johnston, $1.50; Jones, $1; Lenoir, $2; Northampton, $1.50; Person, $1.50; Ritt, $1.50; Randolph, $1.50; Richmond, 50 cents; Rockingham, $1; Vance, 25 cents; Wake, $2; Warren, $1.25.

Washington

As Reported By ROBERT S. ALLEN

Utility Investigation Predicted

WASHINGTON—It is now all set for the Senate Anti-Monopoly Subcommittee to conduct the most sweeping investigation of the private utilities since the 1930's.

This is the Committee that under the militant chairmanship of Senator William Langer (N. Dak.) has been blasting the Dixon-Yates power contract. Langer will play a leading role in the as-yet-unannounced plan for a bare-knuckled probe of the "power trust."

Basis of this investigation will be data and charges compiled by the Committee's staff over a period of months showing that the private electric industry throughout the country is largely controlled by Eastern financial interests.

This material, contained in a 200-page report, flatly accuses the Securities & Exchange Commission of failing to enforce the Utility Holding Company Act, passed in 1935 for the express purpose of preventing such Wall Street domination.

This private report lists 11 Eastern financial firms as the real "rulers" of 100 of the nation's largest utilities, worth an estimated $19,000,000,000.

The report stresses that this complex network of interlocking holdings indicates clearly that there are other financial combines which also control groups of utilities and are linked closely to the "big eleven."

The subcommittee's survey holds, in effect, that virtually all the big private operating utilities of the country are tied together in one way or another to the apron strings of the giant holding companies.

A graphic example of these secret interlocking interests is that of four huge utilities with assets of more than $3,250,000,000: Detroit Edison Company—$560,034,000; Pacific Gas & Electric Co.—$1,489,216,000; Commonwealth Edison Company—$1,082,304,000; and Union Electric Company—$366,139,000.

The latter corporation has spent around $1,000,000 in legal fighting against generation and transmission loans for rural electric co-ops.

King & Company has major stock interests in all four of these utilities, and in three of them the largest shareholders are Sigler & Co., New York; Steere & Company, Philadelphia; and Merrill, Lynch, Pierce, Fenner and Beane, New York.

False Front

The subcommittee also has evidence that sharply contradicts the contention of a number of Western utilities that they represent "local interests."

A glaring instance of these phoney claims cited by the subcommittee is the Idaho Power Company, which is seeking authority to build three small dams in the Hells Canyon area. The subcommittee's report discloses that this utility is wholly controlled by Eastern financial interests.

Its major stockholders are listed as Steere & Company, Philadelphia; Aetna Life Insurance Company, Hartford, Conn.; Baer Stearns & Company, New York; Catton & Company, Boston; Eastman Dillion & Company, New York; Hallgarten & Company, New York; John Hancock Mutual Life Insurance Co., Boston; Northwestern Mutual Life Insurance Co., Milwaukee; Olen & Company, Chicago; New England Mutual Life Insurance Company, Boston.

The Senate investigators' un-announced plans call for subpoenaing and grilling officials of these utilities and their Wall Street rulers. Also top Administration officials, including members of the Securities and Exchange Commission, will be asked to explain why no real effort has been made to enforce the Utility Holding Company Act.

Dam Stopper

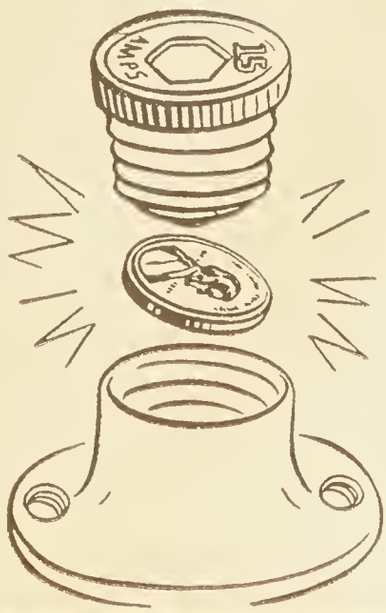
A new move is underway in inner circles to block further public power development.

(Continued on Page 16)

Speaking of Safety—

"That's dangerous, you know—"

"What's dangerous?"



"Using a penny instead of a fuse—and common sense."

DREAMING OF HOME IMPROVEMENTS?

Make a New Myers WATER SYSTEM the Heart of your Plans

● Planning to add a bathroom? Remodel your kitchen? Get a dishwasher or automatic laundry equipment?

Whatever your plans, be sure you don't overload your water system. Let our water service experts check your ideas. We can save you expensive changes later on.

When it's time to buy your new water system, depend on us for the kind of installation that insures long trouble-free operation. And you can depend on us for fast service whenever you need it.

Myers Ejecto Water Systems

Myers Shallow-Well Water Systems

Myers

WATER SYSTEMS
POWER SPRAYERS AND WATER SOFTENERS

See your local Myers dealer
North Carolina Distributors
Dillon Supply Company
Raleigh
and
Pump and Lighting Company
Charlotte

MAIL BOX

To the Editor:

I want to say a few words about some insurance companies who sell health and accident polieies in the Tar Heel state. Some of these insurance companies will not pay their claims. If a policyholder has ever been sick with a certain illness and later on has another illness which is caused by an entirely different disease, they will not pay their claims stating that the illness started way back and that their policy does not cover the latter disease.

I would like for the state to put on the books a law with teeth in it to protect policyholders who buy this insurance and see that the policyholder is protected from such practices by said insurance companies. These policies are sold by a company in our own state, some by companies out of the state. These insurance companies collect large premiums from their policyholders, but do all they can to leave their holders with an empty bag while their bills to doctors and hospitals must be paid. This is not fair to the policyholders to pay for protection in their policies and get no protection. Their premium money has gone down the drain into the hands of insurance companies leaving the holders of these policies worse off than when they had no policies.

I would like for the *Carolina Farmer* to print this in our magazine, and help get polieyholders proteeted by a law upon the statute books of this state.

I will be glad to help in anyway I can. This needs to be done right away.

William A. Watson
Deep Gap

Representative Clifton Blue of Moore County has introduced House Bill 96, which would forbid a health and accident insurance company from arbitrarily cancelling a policy in effect for as long as three years. Those who would like a copy of the bill may secure one from their representatives. This information and Mr. Watson's letter are printed only as editorial correspondence. The Carolina Farmer takes no stand as to the need or merit of Representative Blue's bill.—Editor

To the Editor:

Do the electric associations in Arizona and California have a publication similar to the *Carolina Farmer?* If so, please send me their addresses. I want to run an ad in those papers to see if I can trace some relatives or their descendants who went to the west a hundred years ago.

The *Carolina Farmer* is a very helpful magazine. I particularly found the artiele on electrie fences (CF, January) very timely.

I am a carpenter and I find I can get a great deal more work done where three-wire service is available. I recently completed a ten room house; the owner sawed the lumber with a saw mill he borrowed using his farm tractor for motive power. I sized the framing and dressed the lumber using a three H.P. motor to pull the planer. I also use a bench saw, a Skil saw, and jointer. The electric bill for all of that work was only $7.56, and the owner did not have to go to the planer to buy a piece of material. That electric wired hand carpenter is by far the cheapest and best carpenter I know.

J. M. Cobb
Atkinson

To the Editor:

I have been one of a very few people in my neighborhood to read the *Carolina Farmer*. Yes, I have read TVA, Dixon-Yates, "Dear Stub," and "Keith versus Godfrey," under the heading, "Significant Farm News," and many others of the same old whines and lines. Strictly political dip in hogwash by the bigwigs and fed to the people instead of provable facts on both sides. Don't send me another copy. I've had enough—even a cow will switeh its tail to fliek off too-persistent flies. Hang this on the Mail Box. Why don't you?

W. H. Greene
Deep Gap

To the Editor:

Your January 1955 edition of the *Carolina Farmer* has just come to my desk. I felt greatly honored to be found on your "Tarheel Farming" page of significant farm news. It was good of you to pass on to your many readers the honor I received from the North Carolina State Grange, but more especially was I touched and honored by the gracious expressions carried in your "Facing Facts" column with respect to my recognition as "Tarheel of the Week" by the News and Observer.

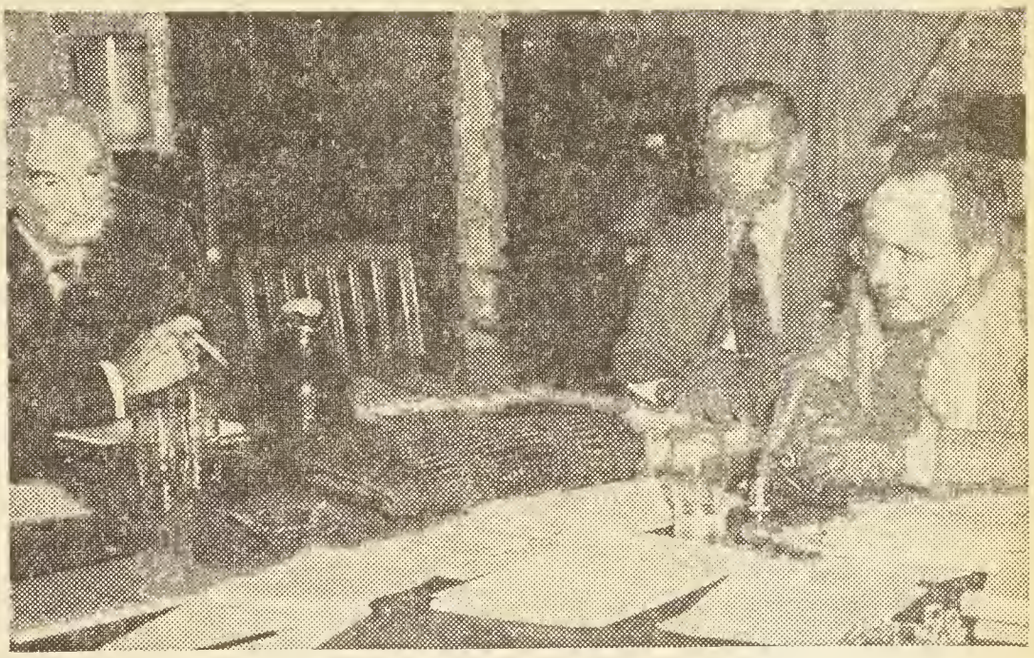
You know I feel so unworthy of such gracious expressions, but I do want you to know that I appreciate them to the point that "My cup runneth over."

Gwyn B. Price, Chairman
N. C. Rural Electrification Authority
Raleigh

Langer Report Rocks Power Industry

Senate Committee found evidence of political activity, monopoly control. New probe asked

(See editorial, page 26)



After the last Congress refused to appropriate money for the utility investigation, Senator Langer (left) took private law cases, financed hearings himself.

The new Congress has before it a documented story of political payoff, exhorbitant rates, monopoly control and election interference by electric utilities which will be impossible to ignore and difficult to sidetrack.

This shocking story was recently laid before the United States Senate in the report of the Congressional Committee headed by Senator William Langer of North Dakota which has been investigating monopolistic influences in the power industry.

The group led by Republican Langer was denied funds for its investigation but the Senator took private law cases to raise funds to start the inquiry. The beginning he made, which only scratched the surface, has unearthed so much scandal that demands are steadily increasing for a complete and thorough investigation of monopoly in the power industry.

One of the most shocking revelations of the Langer report is the way in which the Mississippi Power and Light Company and the Arkansas Power and Light Company used money paid by electric rate payers to exercise political influence. Both of these firms are owned by the Middle South Utilities, Inc., which is headed by E. H. Dixon, made famous by the Dixon-Yates deal.

Most explosive testimony was given by former utility executive Stietenroth.

The Langer report contains 25 pages of photostatic copies of cash vouchers to support the contention that the Mississippi Power Company tried to influence a local Mississippi election. Some of the vouchers read, "Labor at the polls, $20." Others say "Labor on Election Day, $20." Many expense vouchers say "For use of automobile, $22.40."

Regardless of what label these election expenses were placed under, they were listed as company expenses and were paid for by the electric consumers.

Equally shameful attempts to influence the Government of the State of Arkansas are also described in sworn testimony given in the Langer Report. Former Arkansas Governor Sid McMath told the committee that employees of the Arkansas Power and Light Company were warned not to support his campaign for re-election. He said they were instructed to vote with all members of their families, and ". . . then report to the local office when they had voted, and they were warned that the company would know how they voted and that they had better vote right."

McMath also told how the power company took their business away from businessmen who supported him. Many lawyers retained by the company throughout Arkansas were forced into the campaign against McMath and the utility got candidates to enter the race against him.

The McMath testimony was supported by Arthur McLean, a prominent Little Rock, Arkansas, banker, who stated ". . . the Arkansas Power and Light has sought to dominate and put the fear of God in anybody who protests them. They participate in every election, and if their candidates are wrong they help pick up the deficits. It is terrifying. It is time for the public to be aware of what is going on in the utility business."

As a result of the Langer hearings documented in this report, groups throughout the country are becoming aware of utility abuses and are demanding that the new Congress provide adequate funds for a complete investigation of monopolistic influences in the power industry. They feel that the brief preliminary investigation by the Senate Committee exposed so much corruption in two states, that similar conditions may exist in other areas.

One of the most amazing statements carried by the Langer report is that of Paul Canaday, a vice president of Middle South. According to testimony by James D. Stietenroth, former secretary-treasurer of the Mississippi Light and Power Company, Canaday ordered officials of the Mississippi Company to pay annual dividends of 9 per cent to the Middle South Company, which owns MP&L. When the Mississippi Company officials protested that this rate would be too high, Canaday declared, "You

(Continued on Page 16)

INFRARED PIG BROODING

—Easy As ABC

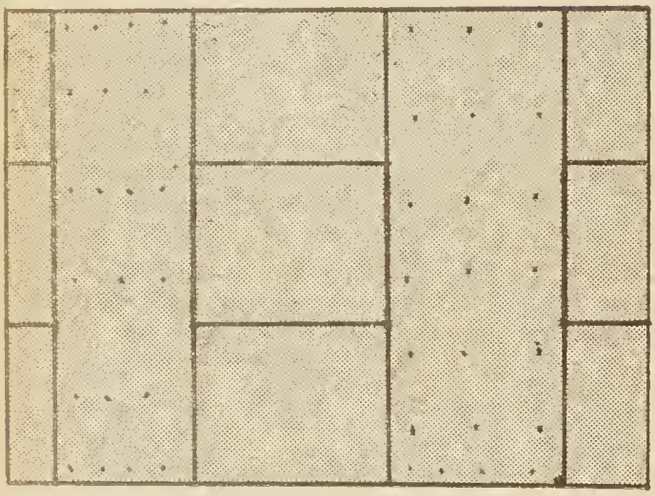
North Carolina farmers have become so accustomed to losing one or more pigs in each litter that many of them now pass such losses off as a necessary hazard.

And when they do nothing to avoid the losses, the hazard is there, make no mistake about that. The U. S. Department of Agriculture says farmers lose one pig out of every five during the first eight weeks after farrowing.

Most of these losses are due to one of two things: crushing or freezing. The hardiest of newborn pigs survive farrowing on cold winter nights; but the weaker ones immediately freeze to death. Others crowd around the sow for warmth or food and are crushed.

By using simple, home-made heat brooders, farmers can eliminate both of these hazards at very little expense. Heat lamps (infrared bulbs) employ the radiation method of warming objects instead of air. Invisible heat rays travel in all directions from the lamp, warming whatever body or object they strike.

A

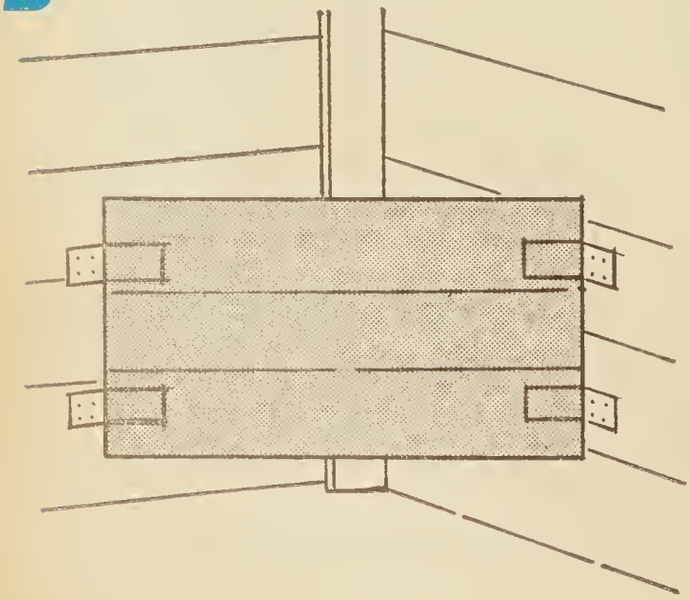


A—Nail together a stout board partition about five feet wide, 30 inches high. Fasten a metal hasp at each inside corner.

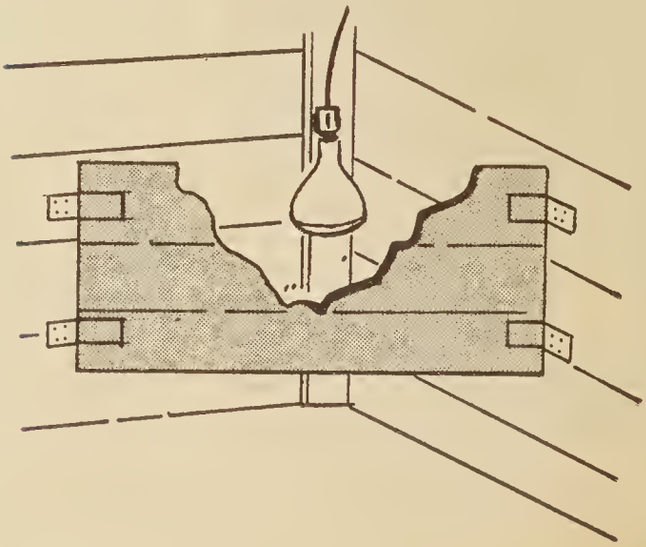
B—Fasten the partition across a sheltered corner of your farrowing pen, allowing 12 inches clearance above the floor.

C—Install a 125-watt infrared lamp behind the partition and about 30 inches above the floor.

B



C



The value of such lamps in brooders is obvious. They eliminate expensive heat-producing apparatus used in brooders which depend on heating the air around animals.

To make a pig brooder, just nail together a stout board partition about four or five feet wide, and about 30 inches high. Fasten the partition across a sheltered corner of your farrowing pen, allowing 12 inches clearance above the floor for the pigs to get under. Then install a 125-watt heat lamp behind the partition and about 30 inches above the floor. Plug in the cord and you have a first-class brooder.

The lamp should be turned on about 24 hours before the sow is expected to farrow. She will be attracted by the heat and lie down with her stomach facing the brooder opening. The newborn pigs will seek the heat and enter the protected corner of the pen. Since the sow cannot enter the narow opening, the pigs are saved from crushing as well as from freezing.

Low Maintenance Costs

This brooder has practically no maintenance costs since the lamp can be expected to burn for 5000 hours. This contrasts with the ordinary bulb which is expected to burn only 750 hours.

You should, however, take a few usual safety precautions. Be sure your drop cord is heavy enough—it should be at least No. 14 wire—and that you use a porcelain, heavy-duty receptacle. It is not a good idea to use shavings or other easily-inflammable material for litter.

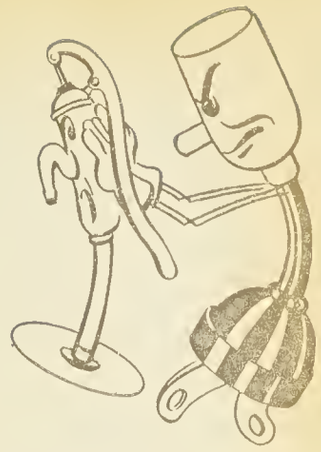
Since farm experts are generally agreed that the first four or five pigs in a litter just about cover expenses and the rest make up the profit, farmers owe themselves this brooder. It is one investment in which the return shows where it is most needed—in the pocketbook.

Milk Production To Be Greater

The milk production and supply in 1955 and 1956 will be greater than in 1954 in North Carolina as well as the nation as a whole, according to Dorris D. Brown, extension farm management and marketing specialist at State College.

More milk is expected because of more cows, high production of milk per cow, low beef salvage value, and a diminishing opportunity to shift to pork production, experts say.

'Do-It-Yourself' Plumbing Program To Be Launched By Randolph Co-op



IN A bold move to step up the installation of running water systems by its members, the Randolph Electric Membership Coroporation at Asheboro has announced plans for a big "Water Systems Fair" to be held on March 4-5.

The Fair will be held at the Center of North Carolina Fairgrounds at Asheboro, and will be the opening gun in an extensive water systems promotion among members of the Randolph co-op.

Theme of the Fair will be "Do-it-yourself." Manager Alton P. Wall of Randolph says that many of his members seem to have the idea that it is extremely expensive to install running water. They will find out at the Fair, he says, that this just isn't true. He's convinced that most of his members can put running water into their houses at a very reasonable cost. His reasoning runs like this:

It isn't necessary to install a complete plumbing job all at once. For about $250, most people can install a pump and pipe water into a kitchen sink. Almost all of the work involved in this step can be done by the farmer himself with a minimum of instruction and supervision.

Once the water is in the house, the rest will take care of itself. As soon as he can, the farmer will install a bathroom and piping to his outbuildings.

Realizing that the financing of water systems sometimes poses a problem, the Randolph co-op has arranged to finance them itself. Any member of the cooperative can borrow money to do as much of the plumbing job, including all equipment, as he wants. The money will be loaned at the low rate of four per cent, and easy payments can be made along with the light bill payments. The money will also be available, of course, for the financing of other electric appliances.

Complete information on this financing will be available at the Fair. So will technical information on water systems. A number of educational exhibits have been planned—all of them designed to give the farmer the information he needs about installing running water. Wall says confidently that he doesn't think any practical question about water systems can be asked that can't be answered at the Fair. And most of them can be answered by an actual demonstration.

Heart of the educational exhibits will be an actual water line running from a pump into a kitchen sink. Every step in the installation of such a line will be explained by experts. When a farmer leaves the building, he should have no trouble in installing his own system himself. But if he does, expert advice will be available to him free of charge. The latter, too, is a part of the overall program.

Other exhibits in the educational building at the Fair will include pump sizes and types, piping, kitchen equipment, septic tanks, bathroom equipment, and many others.

All of these exhibits will be strictly educational. A farmer can look as long as he likes, ask as many questions as he wants to, and not have to worry about someone trying to high-pressure him into buying something. In a separate building commercial exhibits will be displayed.

The project has the enthusiastic support of the plumbing industry. Manufacturers and dealers are cooperating, along with the extension service, REA, and local school and health authorities.

This enthusiasm has produced some fabulous door prizes for the Randolph members who come to the Fair. One prize is a complete bathroom, another is a septic tank. Several electric water pumps will be given away, along with such miscellaneous equipment as plastic pipe, lawn sprinkles, watering devices, etc. All of the Randolph members who register on either day will be eligible for the prizes, which will be drawn at 4:30 p. m. on Saturday, March 5.

THE FIRST AND ONLY RANGE WITH

Disposable Aluminum Oven Linings

NEW 1955 KELVINATOR ELECTRIC RANGE

takes drudgery out of oven cleaning!

FREE!
A year's supply of cut to size aluminum foil linings with this new range

Easy as 1-2-3!

1. *Slip out frames when aluminum lining becomes soiled!*
2. *Discard soiled foil! Fold on shining new foil!*
3. *Slip frames back in the oven. NOW! Shining new oven again!*

Plus *Removable Oven Bottom that slides out to make this the world's easiest to clean range!*

NEW!

Broil a steak while you bake a cake! New exclusive Bonus-Broiler now brings you true Double-Oven luxury at a single oven price.

NEW!

Instant-heat—"2 in 1" Rocket Surface Units provide 5 heat settings for small pans . . . 5 separate heat settings for larger pans. Give greater cooking economy.

NEW!

Illuminated dual Picto-Heat Switches tell heat settings by the use of colored lights: from *red* for High down to *blue* for Simmer!

- Glass Oven Window lets you inspect oven cooking without opening door.
- Up-Down Unit. A deep well or a fourth surface unit.
- Removable Porcelain surface unit Drip Pans and Chrome Rings.
- Self Cleaning, Rod-Type Oven Element and Surface Units.
- Automatic Oven Timer Control starts, times and stops oven cooking.
- Electric Clock and Minute-Minder accurately time cooking operations.
- Full width storage drawer—with handy pan lid pockets.

See your Kelvinator dealer

SPECIAL VALUE!

PORTABLE ELECTRIC MIXER

$14.95 VALUE

ONLY $6.95

(For a limited time only)

- Lightweight
- Stirs, beats, creams
- Carry it right to your range

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Brown's Auto Supply Co.
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City Appliance Co.
Shoaf Service Co.

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MONCURE
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MONROE
The Huntley Co.
Lemmond Elec. Co.
Wooten Appliance Co.

MORGANTON
Kirksey & Co.
Morganton Home &
Auto Store

MOUNT GILEAD
Mt. Gilead Furniture Co.

MOUNT OLIVE
Reath Jones Cash Store

NASHVILLE
Home Furniture & Floor
Covering Co.

NEW BERN
Economy Auto Supply Co.
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Supply

NEW LONDON
Harris & Nash

NORWOOD
Morton Appliance

NORTH WILKESBORO
Carolina Home & Auto
Supply

OXFORD
Granville Furniture Co.

PARKTON
J. Q. Parnell

PINETOPS
Crisp Bros. Furniture Co.

PINK HILL
T. A. Turner & Co.

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Broughton-Dixon
Economy Auto Supply

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ROSE HILL
Frederick's

RURAL HALL
Slate Furniture Co.

SALEMBURG
Royal Brothers Hardware

SALISBURY
B. F. Goodrich Store
Haden Tire Service
Rowan Furniture

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Gallup's Hardware Co.
Thomasson Furniture Co.

SILER CITY
Butler Furniture Co.

SNOW HILL
L. L. Murphrey, Jr.
Newcomb Appliance Co.

SOUTHERN PINES
Brown's Auto Supply, Inc.

SPRAY
Turner Furniture

SPRING HOPE
Branham Furniture Co.

STATESVILLE
Blackwelder Furniture Co.

STOKES
Jerome Perkins

STOKESDALE
Wood Furniture & Appliance

ST. PAULS
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Electric Service Shop

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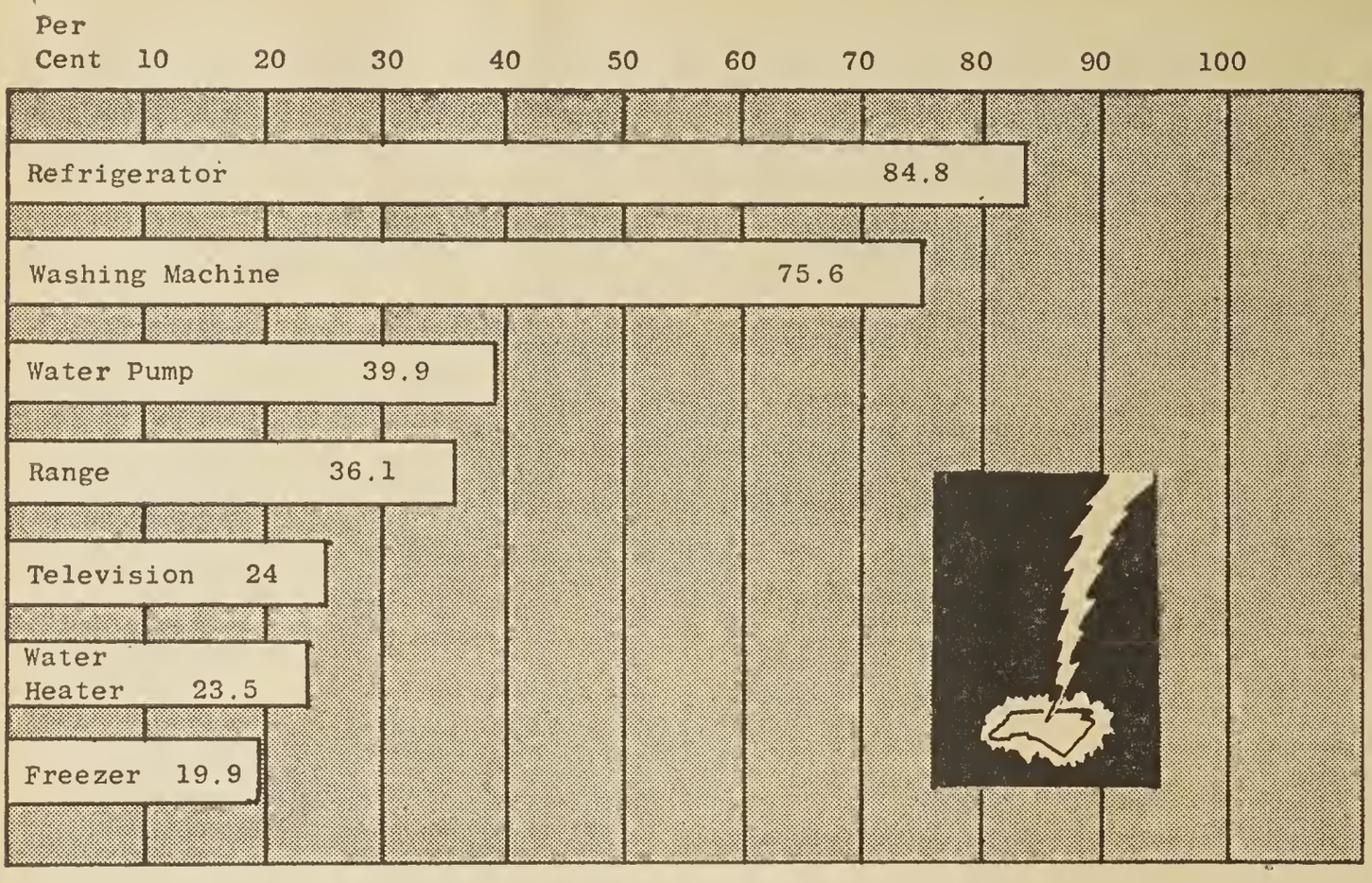
Surveys Reveal Saturation Of Appliances



Statewide Projections Also Show 1955 Purchase Expectancy In Rural Carolina

DURING THE past year local rural electric cooperatives polled a total of 60,000 of their member to determine which appliances the members then owned, and which ones they expected to buy within the next 12 or 24 months. The average return was an amazing 52 per cent, and in some cases was as high as 80 per cent.

Locally, the co-ops needed the survey information to plan for the future expansion of their lines. It works this way: If the co-op has completed surveys from 50 per cent of its members, it can assume that that 50 per cent is a reliable cross-section of its entire membership. So if 30 per cent of those answering say they have water systems, the co-op can be reasonably sure that 30 per cent of all its members have water systems.

Last month, this process was carried one step further. The co-ops forwarded the results of their surveys to the Tarheel Electric Membershship Association. There they were totalled and the results were projected for all the rural electric members in the state. There are 156,000 rural electric members in North Carolina. Survey results were available from 33,000 of them.

The statewide projection showed that the saturation of seven major appliances in the rural electric market is as shown on the graph above. 84.8 per cent have refrigerators, 75.6 per cent have washing machines, etc.

The application of an average retail selling price to the unit totals of the seven major appliances revealed that North Carolina's rural electric consumers have invested a whopping $108,-450,000 in these appliances alone.

Even more interesting were the statewide figures on what the co-op members will buy this year. For the first time in several years home freezers will not lead the retail sales parade. It was nosed out, 13,752 to 13,260, by television.

Other appliances to be purchased this year (the figures indicate the number of consumers who said they would buy them) are as follows: Ranges—10,296, Refrigerators—10,140, Washing Machines—9,828, Water Heaters—9,360, and Water Pumps—8,736.

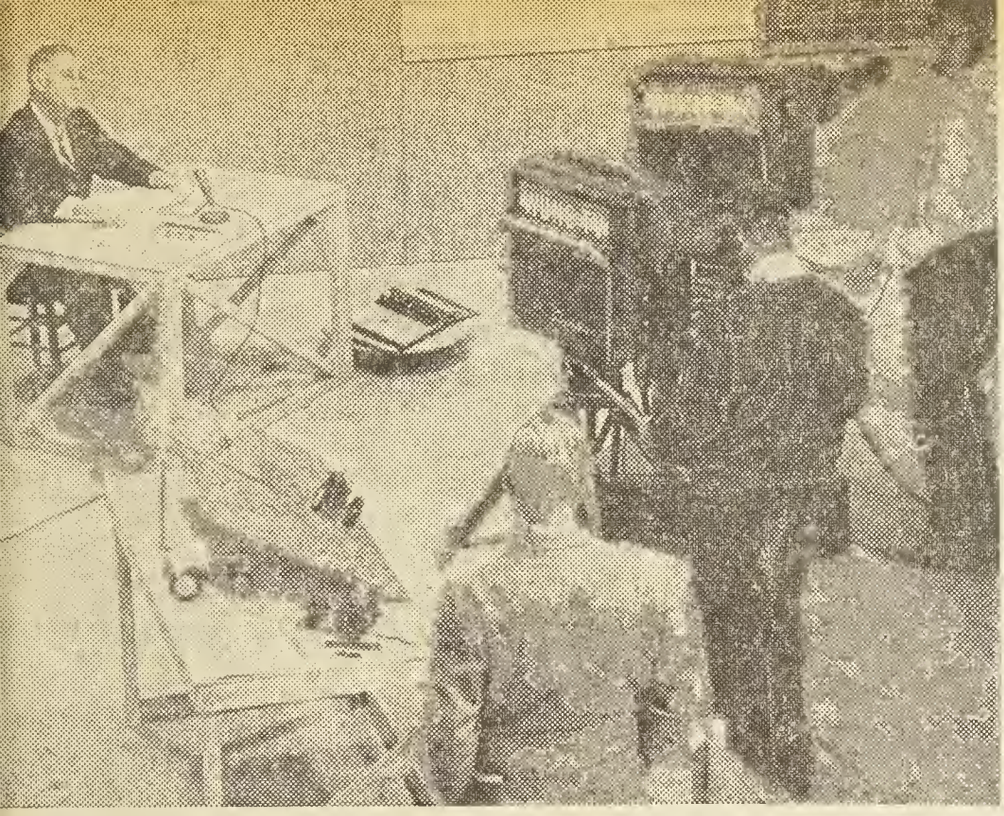
Multiplying these totals by the average retail selling prices shows that co-op members will spend over $17-million in 1955 on the seven major appliances.

The biggest surprise revealed by the surveys was the amazing nine per cent increase in water system installations during the past year. The jump in water system saturation was from 31 per cent to 39.9 per cent.

The biggest disappointment came in the water heater sales, which showed a gain of only 2.5 per cent.

The complete results of the surveys were released to manufacturers and distributors of electrical equipment at a meeting in Greensboro on January 28. At this meeting industry sales officials also reviewed the sales techniques that are used in selling the rural electric market.

In general, an air of optimism prevailed at the meeting. Almost everyone seemed to feel that 1955 would be a good appliance year in North Carolina. It was generally conceded that a closer working relationship is needed between local co-ops and dealers, and that in many areas steps need to be taken to insure better servicing of appliances.



WUNC technicians move in on Dr. Jeter during a telecast of "Today on the Farm."

WUNC TV

State's new educational TV station features a unique daily agricultural program

North Carolina's newest TV station, WUNC-TV, the state's only educational TV station and one of nine such stations in the nation, took to the air last month over Channel 4. And Tar Heel viewers in the reception area of the new station like what they've seen of this latest educational service of the Greater University.

Complete television studios, with the finest equipment available and staffed by professional specialists, are located on the campuses of WCUNC at Greensboro, N. C. State at Raleigh, and the University proper at Chapel Hill. Programs from the threefold University are relayed by microwave from each of the three studios to the 100,000-watt transmitter in Chatham County, which in turn beams the programs over a large area of North Carolina.

This new station was made possible by private gifts from persons and business centers to the people of North Carolina. Programs will be planned to interest farmers, housewives, craftsmen and businessmen; station officials feel that possibilities for service to Carolinians is endless—that the station will aid to educate the state's residents both technically and culturally.

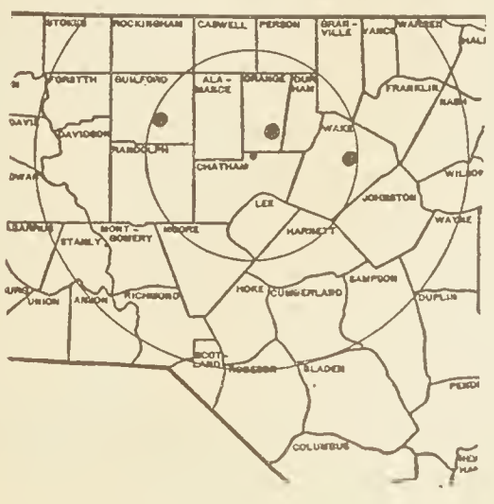
The Carolina Farmer has carefully watched the development of the educational station from the days of its inception until its initial program last month. The staff, of course, has been mainly interested in seeing just what WUNC-TV would have to offer rural residents in the Channel 4 reception area. And it appears that the service to agricultural Carolina will be almost boundless.

A new agricultural program, "Today on the Farm," produced in the State College studio has been designed to keep rural families abreast of factors directly affecting them and their livelihood. "Today on the Farm" is a one-half hour show daily from 6:00 to 6:30 P. M. Monday through Friday. Dr. Frank H. Jeter, director of N. C. State's Division of Agricultural Information, MC's the show, and it is produced by Hank Wilkinson and Ted Hyman.

The new farm show is divided each day into four parts: (1) farm news, (2) two minute weather forecast, (3) a daily feature, and (4) a market report.

The second section of the program, the weather forecast, is unique in presentation, because, not only does it report the findings of the Weather Forecasting Bureau, but it also relates these findings to present farm activities, advising rural listeners on the jobs they are doing as directly affected by the weather.

Circle indicates area receiving WUNC-TV. Dots show sites of three stations.



The daily feature, or demonstration, will present a wide-range of agricultural topics. Discussions and demonstrations will be conducted by State College specialists and, since the officials do not wish to limit these periods to the college staff, representatives of other agricultural agencies (for example, ASC and Soil Conservation experts recently appeared on the program). Fifteen minutes of "Today on the Farm" are devoted to this phase of the program, and the producers are attempting to make these minutes as profitable as possible. They plán all programs in an attempt to answer the question, "What do farmers need to know at this time of year?"

The last part of the show, the Market Report, is conducted by Robert Parker, of the Department of Agricultural Economics, who gives a four minute report on the day's market and the short term trend. Peculiar to this report is Parker's explanation of the trend. This market analysis is uncommon to most newscasts.

A look at the "Today on the Farm" schedule for this month shows that rural listeners have a variety of agricultural discussions to look forward to: Tractor maintenance, test

(Continued on Page 18)

- *117,936 N. C. farm families bought washers in 1954*
- *9,828 N. C. farm families will buy washers in 1955*

For those thousands of new washer ow

Six Tips For Using the Automa

A recent survey conducted by the Tarheel Electric Membership Association in connection with its annual Rural Sales Conference (see story page 12) showed that rural North Carolina families purchased 117,936 electric washers in 1954. The same survey indicated that 9,828 farm families in the state will buy new washers in 1955.

Though TEMA's survey did not include tabulation of dryer purchases last year (or intended purchases in 1955), most homemakers have an automatic dryer planned for the future after they acquire their automatic washers.

And so the trend is bent toward revolutionizing wash day in rural Carolina. Thousands of farm women realized anew last year (and thousands more will realize this year) the powers of another electric servant in their households.

The acquisition of any new machine (laundry equipment no exception) starts a new learning process for the operator. Though both the washer and dryer are simple to operate, the homemaker should learn to use them properly in order to realize the fullest benefits from the machines. For this reason, we present a few profitable tips on usage of the automatic washer.

Washer Tip No. 1—Average Soil

Water temperature: 160 degrees

Detergent: All-purpose

Washing time: 10-12 minutes

Washer Tip No. 2—Heavy Soil

Water temperature: 160 degrees

Detergent: Use additional amount of all-purpose detergent unless clothes are prewashed, or add ½ to ¾ cup household ammonia for each 10 gallons of water.

Washer Tip No. 3—Short Wash—Hot Water

(A) Hot Water—Wash white and colorfast cottons, linens, and rayons with suitable finish quickly in water 150 degrees.

Water temperature: 160 degrees

Detergent: Minimum amount of all-purpose

Washing time: 4-6 minutes

Allow washer to complete regular rinse cycle.

(B) Short Wash—Reduce temperatures and washing time for lightly-soiled clothes, particularly when higher temperatures may affect color or fabrics such as colored nylons.

Water temperature: 120 degrees

Detergent: Minimum amount of all-purpose or mild

Washing time: 4-6 minutes

Allow washer to complete regular cycle.

Washer Tip No. 4—Quick Wash

Sheer fabrics, particularly the man-made fiber fabrics, give up soil easily. If seams are apt to fray, these sheers can be placed in a pillowcase when washing. If dyes are not colorfast, they should be hand-washed.

Water temperature: 110-20 degrees

Detergent: Minimum amount of all-purpose or mild

Washing time: 2-4 minutes

Washer Tip No. 5—Soak Method

Wool gives up soil so easily that merely soaking in warm detergent water will remove all except extra-soil spots. Using the method requires manual handling of washer.

Water temperature: 100-120 degrees (comfortably warm to hands)

Detergent: Minimum amount of all-purpose or mild

Washing procedure:

1. Fill washer with warm water, add detergent and operate washer until detergent is dissolved.
2. Check blanket for extra soil on wool or binding. If necessary, use soft brush and detergent water on soiled areas.
3. Immerse the blanket (only one full-size blanket at a time). Allow it to soak with no agitation for 15 to 20 minutes. Turn the blanket two or three times by hand. (If the blanket is a mixture of wool and cotton, allow the washer to operate for about one-half minute at the end of the soak cycle.)
4. Spin off wash water.
5. Refill washer with water of the

ve present

Washer

same temperature for a soak rinse. Soak for 5 minutes—turn two or three times by hand.

6. Extract rinse water and repeat the soak-rinse a second time.

7. Dry by hanging across two parallel lines or in a dryer. For dryer-drying, preheat the dryer (on highest heat setting if there is a choice). While preheating, add four or five large, clean, dry bath towels. Mix hot towels into the blanket and allow it to dry for 15 to 20 minutes or until about ¾ of the moisture is removed. Never dry completely.

8. Remove blanket from dryer or line and brush with a stiff clean nylon hair brush or a pet brush (steel bristles set in rubber).

9. Steam-press the bindings.

Washer Tip No. 6—Germicidal

When there has been some infectious illness in the family, items used by the ill member should be washed separately. Unless a doctor advises differently, try this method:

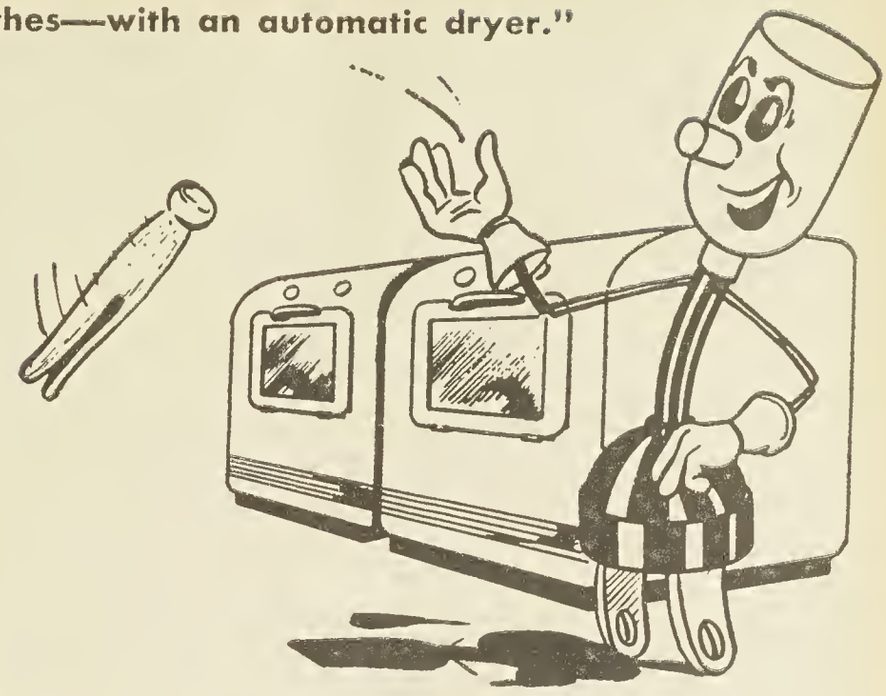
Water temperature: 160 degrees or higher if possible

Detergent: Use additional amount of all-purpose

Washing time: 10-12 minutes

After clothes have started to wash, add ¾ cup of chlorine bleach diluted with water for each 10 gallons of hot water.

Willie Wiredhand Advises: "Hang the work—not your clothes—with an automatic dryer."



Questions and Answers on the Use of an Automatic Dryer

1. *How large a load can be put in a dryer?* All washers are designed to wash a certain number of clothes. Put in only the load the manufacturer recommends. (Note: Hang on to the manufacturer's directions!)

2. *How is length of drying time determined in an automatic dryer?* Drying time depends upon three factors: (a) Kind and weight of fabrics. Silks, lightweight cottons, and sheer synthetic garments dry considerably faster than cotton. (b) Size of load. (c) Amount of moisture. Drying time from a wringer washer will be somewhat longer, since a wringer does not remove as much moisture as an automatic washer which spins clothes damp-dry.

3. *Can starched clothes be dried in the dryer?* Yes. Use heavier solution and dry starched clothes separately. Wipe porcelain interior after drying starched load.

4. *Can wrinkles in wool, velvet or gabardine garments be steamed out in the dryer?* Place wrinkled garments in the dryer with two large Turkish towels which have been spun damp-dry or run through a wringer. Spin towels and wrinkled garments for about 5-10 minutes, remove, hang on a hanger until completely dry. (Caution: Be sure, of course, that there is no water in washer.)

5. *How should woolen blankets be dried?* Stretch blanket as nearly as possible to original dimensions. Place six or seven large, dry Turkish towels in dryer and preheat for 5-10 minutes. Place blanket in dryer along with Turkish towels. Dry 15-20 minutes for average three pound wool blanket. Do not dry completely. Remove from dryer; stretch as nearly as possible to original dimensions. Fold and place on top dryer to complete drying. When thoroughly dry, brush with stiff brush. Steam-press ribbon binding.

6. *How often should the lint trap be cleaned?* Clean it after each wash day, and after three loads in any one wash day.

7. *Does the interior of dryer need frequent cleaning?* Wipe porcelain with damp cloth before using dryer first time and after drying starched, tinted or dyed clothes. Leave door open until inside is cooled.

8. *Can tinted or dyed items be dried in the dryer?* Yes—they dry so quickly there is less danger of their streaking. Dry items separately. Wipe porcelain drum of dryer with damp cloth after drying.

9. *Does a dryer give white clothes a yellowish cast?* Definitely no. Comparative tests on whiteness retention of fabrics dryer-dried and line-dried made at Ohio State University show the differences are so slight they can scarcely be distinguished. Incorrect washing procedures or using soap alone in hard water are the usual causes of "yellowing" white clothes.

WASHINGTON

(Continued from Page 5)

The Budget Bureau, which has the major voice in appropriation matters, has made it virtually impossible for government agencies to obtain approval for such power projects.

This highly effective obstructionism was instituted by means of a new directive. It revises Budget Bureau Circular A-47, and sets up drastic restrictions on Federal dam building by the Army Engineers and the Interior Department.

These new secret regulations make it mandatory for these agencies to deal with private interests in developing water resources. In effect, they require government agencies to allow private interests to build all the power projects they desire.

Under the Budget Bureau's new order, standards are prescribed for power projects that virtually bar public development and require their construction by private interests.

New Power Grab?

The private utilities are bent on grabbing off any surplus power that may be available from the government's experimental atomic reactors.

And there are indications the Atomic Energy Commission is quietly helping the utilities to do that.

This backstage situation is frankly discussed in a private memorandum circulating in inner utility circles. The revealing paper states in part:

"A study has already been begun by AEC of means of disposing of any surplus electric energy from its Argonne National Laboratory at Chicago. This reactor is expected to produce its first surplus power in 1956. Apparently, AEC expects no conflict of interest over the small amount of power to be available and is now cooperating with Commonwealth Edison Company in planning its distribution.

Government Insurance?

"However, it is reported that the study shows the need for legislation to establish a new policy under which private utilities will have full rights to the power produced from all types of atomic power plants."

The memorandum also discloses that the utilities want the government to provide the expensive insurance that will be required for atomic power, as follows:

"The future of atomic power program is clouded by the problem of how to meet the huge needs of nuclear power reactor development for public and property damage liability insurance. Insurance executives of all major companies have indicated that it will be impossible for private companies to provide this type of coverage. In all probability, it will be necessary for Congress to provide liability insurance coverage before any widespread development of atomic power can be undertaken."

TEMA Annual Meeting Set for March 16-17

Some 100 managers, directors, attorneys, and other personnel of North Carolina's rural electric cooperatives are expected in Raleigh next month to attend the 4th annual meeting of the Tarheel Electric Membership Association. The meeting will be held March 16 and 17 in the Virginia Dare Ballroom of the Hotel Sir Walter. Registration will begin at 9 a.m. on March 16.

The TEMA annual meet, previously scheduled for February, was postponed until March due to a conflict with the National Rural Electric Cooperative Association's meeting in Atlantic City.

Final plans for the two-day meeting have not been completed, but TEMA members will hear reports from the Association's standing committees, from the officers, financial reports, and progress reports on the activities of the Association during the past year. Officers and directors for the ensuing year will be elected on the second day of the meeting.

In addition to conducting the annual business of the Association, the group will hear addresses by several well-known speakers, and will be guests of the new Raleigh Westinghouse Meter Plant for luncheon and a tour of the plant.

Tarheel Electric, with offices in Raleigh, is the trade-service organization of North Carolina's rural electric cooperatives. Its membership includes 29 of the state's 32 electric membership corporations. William T. Crisp is executive manager and general counsel for the Association, and Jerry L. Anderson edits TEMA's magazine, the *Carolina Farmer*.

Present officers are: Alton P. Wall, manager, Randolph EMC, Asheboro, president; J. A. Ward, director, Four County EMC, Burgaw, vice-president; and J. L. Shearon, manager, Wake EMC, secretary-treasurer.

Langer Report

(Continued from Page 7)

have said that you do not know whether or not you can pay 9 per cent . . . and neither do I . . . but we are going to try. . . . If the old cow (MP&L) can't give the milk, we will just butcher her."

The report includes sworn statements by two former power combine employees saying that the companies keep two sets of books. One set they use for normal business purposes and the other, with different figures, for computing their taxes.

J. D. Stietenroth testified that the corporate books of the Mississippi Company were kept in the offices in that state, but that the tax books were kept by EBASCO Services, Inc. on New York's Wall Street. His testimony was supported by Jeff Speck, an Arkansas political leader, who told of knowing that the power companies kept more than one set of books when he worked for them several years ago.

Stietenroth also described the extravagant spending of rate payers' money by the Mississippi Company. He charged that two hunting lodges which cost about $200,000 were listed on the companies' books as "electric plant in service." He said the company had a seven-passenger airplane which cost between $100 and $200 an hour to operate, which was used for both company and personal transportation.

Regional meetings of rural electric cooperative leaders held throughout the country have praised the investigation of the power monopoly by the Senate Judiciary Subcommittee on Anti-monopoly and Anti-Trust in which Senators Langer, Kilgore and Kefauver have been leaders, and have urged that the probe be continued.

Rural electric delegates from Texas, Arizona, and New Mexico, meeting in Albuquerque, urged an expanded investigation. They were joined in this effort by the Washington Public Utility Districts' Association's recent annual meeting at Seattle.

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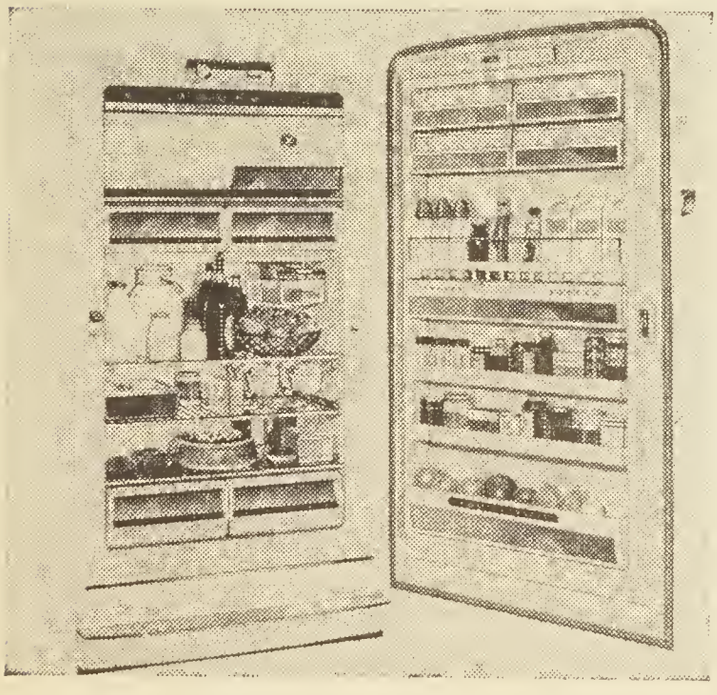

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MEASURES AND MIXES AUTOMATICALLY!!! Just the right amount of cold water, air and concentrate the instant you press the button. FROST-FREE. 100% automatic defrosting plus these Food File conveniences:

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- Butter Keeper
- Cheese Compartment
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SEE YOUR NEAREST WESTINGHOUSE DEALER

Atomic Energy Committee May Hold New Hearings on Dixon-Yates Deal

Senator Clinton Anderson (D-NM) sounded the bell for round three of the Dixon-Yates battle last month, saying that it was "fairly definite" that the Joint Committee on Atomic Energy would hold new hearings on the controversy.

Anderson, who assumes chairmanship of the Joint Committee in the 84th Congress, flatly declared that there was "not a chance" of compromise on the Dixon-Yates contract. He also implied that the committee would go into the Atomic Energy Commission's two previous defense power contracts with Electric Energy, Inc., at Joppa, Illinois, and the Ohio Valley Electric Corporation in Portsmith, Ohio.

The contract takes its name from top executives of two New York holding companies, Edgar Dixon, president of Middle South Utilities, and Eugene Yates, chairman of the board of the Southern Company.

Meantime, the Securities and Exchange Commission received briefs from Joseph Volpe, attorney for the State of Tennessee and TVA consumers, SEC's legal staff and attorneys for Dixon-Yates.

Volpe's brief charged SEC with "an inescapable statutory duty to examine" the legality of the Dixon-Yates contract. It would be "mockery" of the interests of rural electric and urban power consumers in the Tennessee Valley "to force upon them a high cost of uneconomic and inefficient operation as the price of a contract which is illegal," Volpe declared. He is the former counsel for the Atomic Energy Commission.

SEC's Soloman Freeman rejected Volpe's argument declaring that the Dixon-Yates contract would serve the public interest. Freeman said that the New York holding companies headed by Dixon and Yates were entitled to a yield of nine per cent on their investment. He made no mention of a guaranteed nine per cent return. He declared that both the holding companies presently earn from 10 to 10.6 per cent return on common stock of the private utilities they now control.

The Dixon-Yates brief urged the Commission to approve its proposed financial arrangements for constructing the Mississippi Valley Generating Company. The Commission is expected to make a decision in the matter prior to February 15. The Dixon-Yates contract says that either party may withdraw from the contract without suffering any penalty if it is done prior to February 15.

In other developments:

SENATOR JOHN PASTORE (D-R.I.), a member of the Joint Committee, in a statement, said, "I don't think the full story has been told or all interested parties heard from on the contract of this gigantic proportion." Among those he listed who should have been called to testify were: Walter von Tresckow, who proposed to build a similar plant but says he was never given consideration; Army Engineers, who reportedly do not approve of the plant's proposed site at West Memphis, Arkansas; and Dr. Raymond Paty and Dr. Harry Curtis, TVA directors who have not approved the contract.

REP. CHET HOLIFIELD (D-CAL.), announced that he would introduce a resolution which, if passed by Congress, would declare the Dixon-Yates contract "inimicable to the best interests of the government." He will also request the AEC to cancel or withdraw from the contract before February 15.

RUMORS PERSIST that there will be two minority reports starting from the Joint Committee hearings in November. Holifield and Rep. Melvin Price (D-ILL.) submitted a hundred page draft to Chairman Anderson, which the latter termed "more detailed and more devastating" than a 15-page draft prepared by the Joint Committee staff.

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Thousands of ruptured men will rejoice to know that the full plan so successfully used by Capt. W. A. Collins for his double rupture from which he suffered so long will be sent free to all who write for it.

Merely send your name and address to Capt. W. A. Collins, Inc., Box 712-M, Watertown, N. Y. It won't cost you a cent to find out and you may bless the day you sent for it. Hundreds have already reported satisfactory results following this free offer. Send right away — NOW — before you put down this paper (Advertisement)

YOU CAN REACH 98,000 N. C. FARMERS IN OUR RURAL EXCHANGE.

(Continued from Page 13)

farms, certified seeds, dairyman's conference, fertilizer, cotton production, news in tobacco research, among other things.

In addition to this regular thirty-minute program, a mobile unit owned by the TV station will allow on-the-spot telecasting of the outstanding agricultural events throughout the state.

And the rural woman hasn't been overlooked, either, in WUNC's program planning. "Today's Homemaker" is telecast each day Monday through Friday from 3:30 to 4:00 p.m. The program originates on Mondays and Fridays from the State College campus and on Tuesday, Wednesday and Thursday from WCUNC. Dorothy Mulder, a native of Michigan, Home Economics TV Editor, directs the State College shows, and Peggy Britt, Lumberton, the WCUNC programs.

"Today's Homemaker" is designed to meet the needs of both the urban and the rural homemaker, and contains a five-part program: News, Clearing House, Books (on Monday), Gardening (Friday), Consumer Education, and a daily feature.

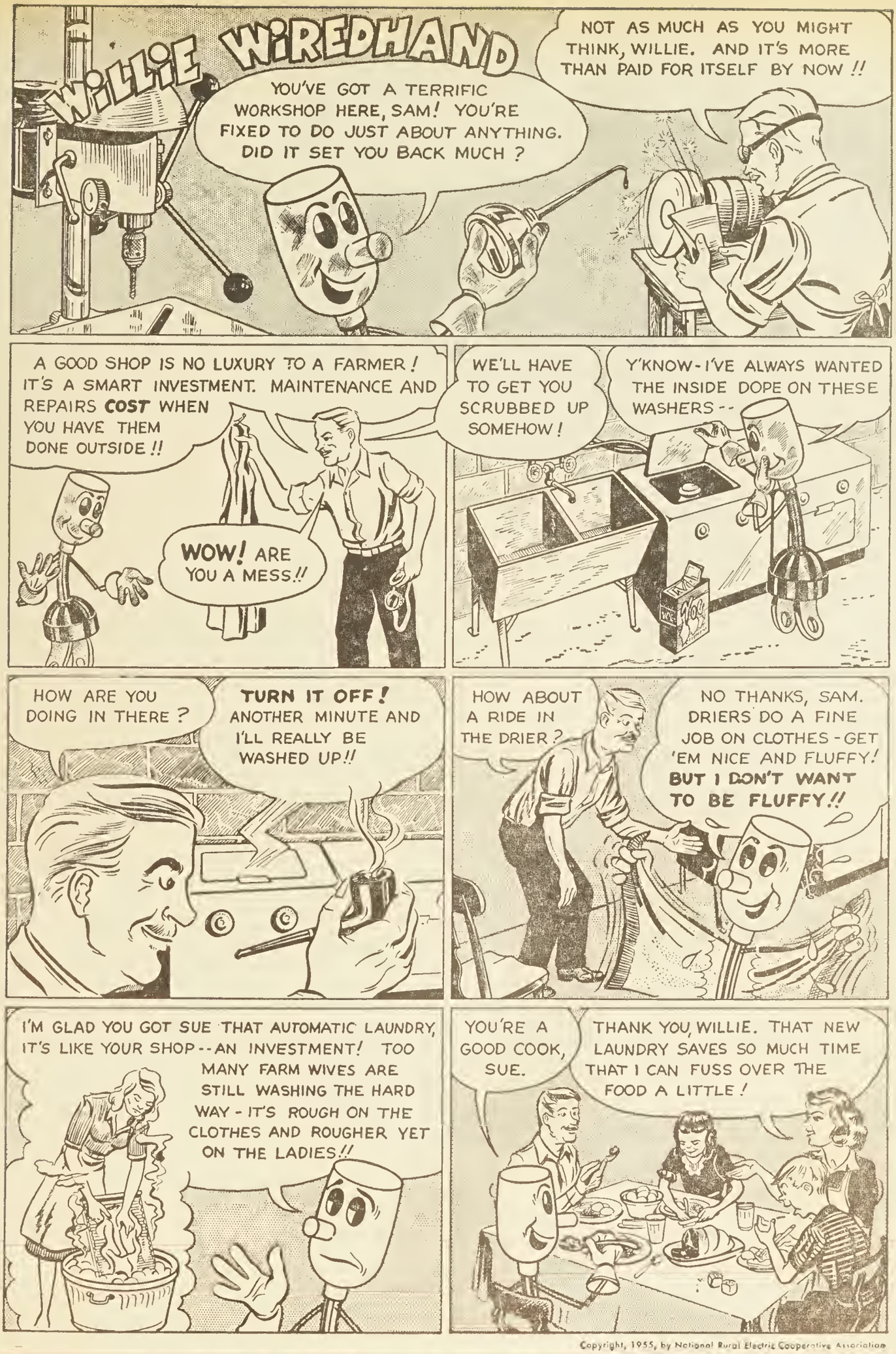
The news period gives highlights from the press wires, particularly that news of interest to women viewers. The Clearing House period is used to answer letters from followers of the program. The Book period on Mondays presents a review of a current book (fiction or technical), often by a librarian, or an interview with the author of a recent book. The Garden section on Friday presents a demonstration on flower arrangements, or discussions on raising African Violets by a horticulturist, and many other garden topics of interest to those with a green thumb.

The Consumer Education section of the program reports to the homemakers the best market buys, tips on storing and cooking certain products, etc.

And the daily feature consists of a wide variety of topics, which have already won the enthusiastic approval of the program viewers.

And so it seems that WUNC is well on its way to becoming a vital instrument in the education of North Carolinians. Technical difficulties will soon be overcome, and the staffs of all three stations are continually at work to improve the quality of the programs now on the air. Future plans even include the offering of extension courses to Channel 4 viewers.

Yes, arm-chair education, in a living room classroom, is overtaking North Carolina.


WILLIE WIREDHAND
YOU'VE GOT A TERRIFIC WORKSHOP HERE, SAM! YOU'RE FIXED TO DO JUST ABOUT ANYTHING. DID IT SET YOU BACK MUCH ?
NOT AS MUCH AS YOU MIGHT THINK, WILLIE. AND IT'S MORE THAN PAID FOR ITSELF BY NOW !!
A GOOD SHOP IS NO LUXURY TO A FARMER ! IT'S A SMART INVESTMENT. MAINTENANCE AND REPAIRS COST WHEN YOU HAVE THEM DONE OUTSIDE !!
WOW! ARE YOU A MESS.!!
WE'LL HAVE TO GET YOU SCRUBBED UP SOMEHOW !
Y'KNOW - I'VE ALWAYS WANTED THE INSIDE DOPE ON THESE WASHERS --
HOW ARE YOU DOING IN THERE ?
TURN IT OFF ! ANOTHER MINUTE AND I'LL REALLY BE WASHED UP!!
HOW ABOUT A RIDE IN THE DRIER ?
NO THANKS, SAM. DRIERS DO A FINE JOB ON CLOTHES - GET 'EM NICE AND FLUFFY! BUT I DON'T WANT TO BE FLUFFY!!
I'M GLAD YOU GOT SUE THAT AUTOMATIC LAUNDRY, IT'S LIKE YOUR SHOP -- AN INVESTMENT! TOO MANY FARM WIVES ARE STILL WASHING THE HARD WAY - IT'S ROUGH ON THE CLOTHES AND ROUGHER YET ON THE LADIES!!
YOU'RE A GOOD COOK, SUE.
THANK YOU, WILLIE. THAT NEW LAUNDRY SAVES SO MUCH TIME THAT I CAN FUSS OVER THE FOOD A LITTLE !

Copyright, 1955, by National Rural Electric Cooperative Association

The Carolina Homemaker

EDITED BY REBEKAH RIVERS

Won't You

Break Bread With Us?

Enticing New Bread Recipes Issue An Invitation to Return to Home Baking

Nothing is so pleasant as the aroma of homemade bread coming from a warm kitchen on a winter afternoon. And, though many homemakers have slipped away from home baking during the past few years, homemaking trends show a rebirth of interest in baking skills. So, won't you accept our invitation to "break bread" and try some of these recipes.

Let's start with the white bread loaf. The ingredients:

½ cup warm water (not hot—110° to 115°)
2 packages active dry yeast
1¾ cups lukewarm milk
3 tablespoons sugar
1 tablespoon salt
2 tablespoons soft shortening
7 to 7¼ cups sifted flour

Dissolve yeast in water in mixing bowl. Stir in milk, sugar and salt. Add shortening and half the flour; mix with spoon. Add rest of flour and mix with hand. Turn into lightly floured board. Knead until smooth and blistered, about 5 minutes. Round up in greased bowl; bring greased side up. Cover with damp cloth.

TUTTI-FRUITTI. To vary Quick Coffee Bread recipe on opposite page, mix into finished dough ½ cup candied fruit and ¼ cup chopped nuts. Spoon into pan. When baked, ice with a mixture of ¾ cup sifted confectioners' sugar and 1 to 2 tbs. cream. Decorate top with candied fruit and nuts.

Let rise in warm place (85°) until double in bulk, 1½ hours. Press two fingers into dough; it will leave an indentation when dough is doubled. Punch down. Let rise again until almost double in bulk, 30 to 45 minutes.

Divide into two parts. Round up and shape into loaves. Flatten dough into oblong shape, the width about an inch longer than the length of the pan, the length about 12". Then press out all air. Fold dough in half lengthwise. Flatten again to press out air. Lift dough by ends and pull, slapping table several times to elongate to 15" by 5". Bring the two ends to the center, overlap them, and seal well by pressing down firmly with knuckles. Take further edge of long side and fold over toward you, 1/3 of the way at a time, sealing well with heel of hand.

Roll back and forth to tighten. Seal each and by pressing with edge of hand. Put into two greased loaf pans 8½"x4½x2½, or 9x5x2½, sealed edge

down (pan 2/3 full). Cover with damp cloth, let rise until light, 50 to 60 minutes. Heat oven to 425° (hot). Test gently with finger. A slight indentation shows loaves are ready to bake.

Bake 25 to 30 minutes. To test loaf, tip gently out of pan, tap bottom. It should sound hollow. Immediately remove bread from pans. Place on wire cooling racks or across top edges of the bread pans. Do not place in direct draft, or crust will crack.

Buttermilk Rolls

Here's a roll treat for you to spring on the family:

Quick Buttermilk Rolls

¼ cup warm water (not hot—110° to 115°)
1 pkg. active dry yeast
¾ cup lukewarm thick buttermilk
1 tsp. sugar
¼ tsp. soda
1 tsp. salt
3 tbsp. soft shortening
2½ cups sifted flour

In mixing bowl, dissolve yeast in water. Stir in buttermilk, sugar, soda and salt. Add half the flour and the shortening; mix with spoon. Add rest of flour; mix with hand. Turn onto lightly floured board. Knead until smooth and elastic. Mold into cloverleaf rolls by forming bits of dough into balls about 1" in diameter. Place 3 balls in each of 18 greased medium-sized muffin pans. Cover with damp cloth. Let rise in warm place (85°) until double in bulk, about 1½ hours. Heat oven to 400° (moderately hot). Bake 15 to 20 minutes, 18 rolls.

Shapes of Rolls

While you're in the baking mood, why not give the rolls an artistic twist rather than baking them in the usual shapes. Try some of these:

Figure 8—Hold one end of strip in one hand and twist the other end, stretching it slightly until the two ends when brought together on greased baking sheet will form a figure 8.

Snails—Twist and hold one end of the strip down on baking sheet. Wind strip around and around. Tuck end underneath.

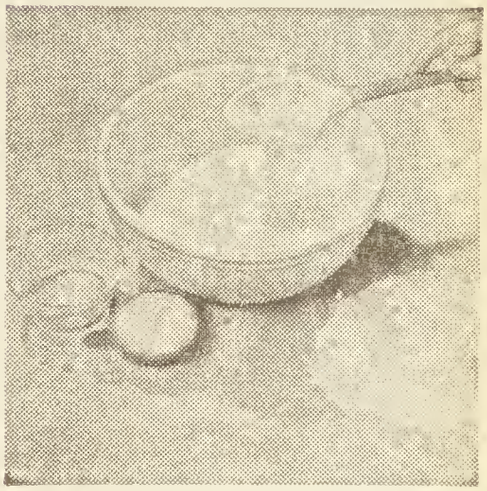
Clothespin Crullers — Wray strip around greased clothespin so edges barely touch. When baked twist clothespin and pull out while hot.

For more delicious hot breads and for detailed baking tips, Betty Crocker of General Mills, Minneapolis, Minnesota, has prepared a marvelous booklet, "Breads You Bake With Yeast." If you'd like a copy, just drop her a card at the Minnesota address.

Mixing Tips for

Double Quick Coffee Breads

1. Dissolve yeast in water in mixing bowl. Add sugar and salt and about half the flour. Beat two minutes until mixture sheets off the spoon.



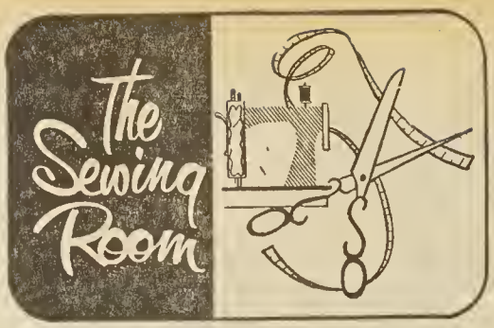
2. Add egg and shortening. Then beat in remaining flour until smooth.

3. Drop small spoonfuls over entire bottom of pan. Cover. Let rise in warm place (85°) until double in bulk, 50 to 60 minutes. Heat oven to 375°. Bake until brown, 30 to 35 minutes. Immediately turn out to avoid sticking.

Double Quick Coffee Bread Recipe

Grease an 8" square oven-glass pan or 9" square aluminum pan, or 10" iron skillet or 9" ring mold. Choose favorite topping and have it ready.
¾ cup warm water (not hot—110-115)
1 package active dry yeast
¼ cup sugar
1 tsp. salt
2¼ cups sifted flour
1 egg
¼ cup soft shortening or butter

For an interesting variation, see Tutti-Frutti recipe on facing page.



2038. Simple classic style designed to flatter those of you who are not so slender. Button - front, easy - in - seam pockets, cap sleeves make this style so simple-to-sew, too. Sizes 14 to 48. Size 18: 4 7/8 yds. 35-in.

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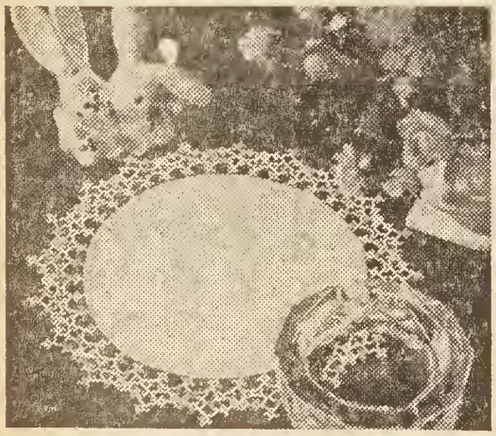
2696. Pretty little girl's party dress with full, tiered skirt, collar, choice of cap or long sleeves. Doubles for school or playtime, too, depending on fabric choice. Sizes 2 to 8. Size 4: Style shown, 2 3/8 yds. 35-in.

Send THIRTY FIVE CENTS (in coins, no stamps) for each pattern (above) to: CAROLINA FARMER, P. O. Box 42, Old Chelsea Station, New York 11, New York SPRING-SUMMER FASHION BOOK, 25c Additional.

A Pattern Planned for Those Who Like to Tat



A wide tatted border around a circle of fine linen makes this delicate doily suitable for a gift or for your own home. Make it in a pastel color for your dressing table or night stand. Pattern yours on request (use accompanying coupon) from the *Carolina Farmer,* Box 1699, Raleigh.

Free Pattern and Booklet Order Form

Please send without charge pattern leaflets and/or booklets I have indicated below. I am enclosing a STAMPED, SELF-ADDRESSED ENVELOPE for the patterns I have checked. (Note: Send one envelope for every three patterns.)

February Pattern

Tatted Border (9103)

Toy Patterns

☐ Doll (PC 4388)
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☐ Panda (PC 5420)

Other Patterns

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Booklets

☐ Easy Way to Chase Dirt
☐ Breakfast in the Modern Reducing Diet

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Comments .....

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Address coupons to Rebekah Rivers, Carolina Farmer, Box 1699, Raleigh, N. C.

Notice: Do not order dress patterns from this address.

Child Care Experts Stress Proper, Comfortable Clothing for Infants

Babies are fun — when they're healthy and happy. And child psychiatrists tell us that the first few years of babyhood are the most important in developing personality patterns.

It is during those key years that the trend of adult behavior is set. Lots of loving is essential, so's g o o d food, plenty of sleep and the right kind of elothes—an item most parents tend to consider somewhat unimportant. But child care experts differ.

Clothing that doesn't fit well, that's tight, too heavy or too light for the weather, is one of the reasons why baby may be cranky and a factor eontributing to infantile illness.

Overdressing is as bad as underdressing. The too-warm baby beeomes listless as well as appetite-less; the overdressed ehild loses the ability to adjust to temperature changes, thus beeoming morc suseeptible to ehill.

To tell whether baby's hot or eold, look at the eolor of his eheeks. Glowing pink means just right. Losing eolor means he's getting eolder. When he beeomes flushed—winter or summer—that's another case of red being a danger signal. Take him inside!

Another word to the wise mother. A baby's elothing should always be loose. Tight elothing has a tendency to eut off the eireulation, and it is mueh harder to keep warm when the blood does not flow freely. There is also a psyehologieal faetor involved, for tight clothes interfere with freedom of aetion and may make baby grumpy. The arms, espeeially, should be given plenty of room to move about.

While dressing baby, keep one thing uppermost in mind. Your ehild is an individual. Don't foree him to wear too mueh beeause little Johnny's mother likes him that way or too little beeause neighbor Susie's mom is a fresh air fiend.

Always dress your ehild aceording to his own needs, as you have observed them through your own eyes.

Special eare is needed when switehing clothes from onc season to another. The ehange from winter to spring, for example, should be gradual. Don't be impulsive and remove all outer elothing because the temperature starts going up. Adjust baby's wardrobe f r o m heavier to lighter elothing eautiously.

The problem of elothing baby is one of instinctive eommon sense it the basic rules are followed.

Over the Lines with Becky

Washing Orlon Sweaters

Care of those luscious orlon sweaters is easy if a few simple instructions are followed:

1. For best results, turn the sweater inside out when washing.

2. Wash in luke-warm water.
3. Use a mild soap or a good synthetic detergent.
4. Squeeze out excess water—do not wring it out.

5. Hang up to dry on a non-staining hanger. There is no need to block a properly construeted Orlon sweater.

Dieting?

Nita Orr, State College frozen foods specialist, suggests a new method for the ever-difficult chore of making a diet stick. She feels that having the diet on hand will help, and freezing will make this easy. Freeze ten days' supply of food in meal packages. On each package add the name of any fresh foods to be eaten with that meal. For example, if slaw is a part of Monday's lunch, write "add slaw" on Monday's lunch package. Then label each meal, or part of meal if that's what it is, with the exact date it is to be eaten. When frozen, store all special diet packages in one corner or basket of the freezer.

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Post Peeling Machine Boon To Fence Building

The chain-type post peeling machine is catching the eyes of farmers who have seen it demonstrated, according to John L. Gray, head of extension forestry.

Gray says at a recent demonstration on the A. F. Stone farm, Back Swamp community, Robeson County, the operator was timed and it was discovered that line-sized, seven-foot posts could be peeled by one man at the rate of one every two minutes with this machine.

It takes one man from eight to 10 minutes to peel a post by hand.

Gray says that several farmers wanted one of the machines right away and are making plans to build them.

Stone, himself, has already constructed his own chain peeler at a total cost of $28 for materials. The machine is in operation and doing a good job, Gray says.

The forestry specialist points out that getting the bark off fence posts was always one of the biggest problems in putting long life into home-grown pine posts.

Lame Chicks Counted As "Unprofitable"

If a chicken develops a paralytic-like lameness, might as well get rid of it. According to R. S. Dearstyne, head of the poultry science department at State College, there's nothing much you can do about it.

The poultryman's bet is to destroy all birds showing a well-designated case of leucotic-type leg weakness. These birds cannot be numbered among those that will pay a profit to the owner.

However, if the number of cases of leg weakness occurs on a small scale, there is no reason for the poultryman to get alarmed, Dearstyne adds. If this lameness occurs on a large scale, a careful study of the situation should be made and typical cases submitted to a poultry disease laboratory for autopsy.

Dearstyne says that a survey of vital statistics of poultry conducted by the poultry department at State College indicates that the leucotic type of leg weakness is far more prevalent than other types.

ASC Offers To Pre-measure Tobacco Land

Both overplanting and underplanting of controlled crops cuts deeply into the incomes of North Carolina farmers. Last year, for example, penalties of more than $1,872,000 were assessed against tobacco growers for planting 10,261 acres in excess of their allotments. At the same time many farmers underplanted their allotments.

To help correct this situation, the State ASC Committee has announced that its county offices will offer a pre-measurement service to growers this year. The only charge will be the actual cost of doing the work.

Aerial maps, now available for many counties will simplify the job. A technician outlines the area a farmer wants to plant on the map, using precision instruments for plotting the measurements. Then the corners of the pre-measured plots are marked with stakes in the field.

A representative of the county ASC will visit the farm sometime between planting and harvesting. The pre-measured acreage will hold as the official planted acreage unless inspection shows that the crop was overplanted or underplanted, or unless there was an obvious error in the pre-measurement.

Those who want to take advantage of this service should contact their county ASC offices before preparing land for planting.

Rural Exchange

Agent Wanted

MAKE MONEY in your spare time. Collecting names. No experience necessary. Rush dime now. Lisenby Sales Co., Troy, N. C.

MAKE EXTRA MONEY. Address, mail postcards. Spare time every week. BICORP, 143 Belmont, Belmont, Mass.

MAKE $75 AND UP every week. Full or part time. Take orders for America's largest selling, nationally advertised LIQUID FERTILIZER. Sold with Money-Back Guarantee. No investment. Write "Na-Churs", 307 Monroe Street, Marion, Ohio.

FOR SALE

BUY ONE, get one free. Good quality retractable ball-point pens, 2 for $1.00. L. Luigs, Box 475, Lomita, California.

RAISE MINK. We'll teach you free. Lake Superior Mink Farm, Superior EE, 6, Wisconsin.

WHOLESALE MERCHANDISE CATALOG. Names brands. Write: Marlow Industries, Paxton, Illinois.

SPECIAL OFFER! 100 big broiler chicks, $2.95; 200 for $5.00. Quick COD shipments. Rauch Chicks, Kleinfeltersville 120, Pa.

BUY SURPLUS FARM tools, machinery, truck, jeep, etc. Direct from Government. Send $1.00 for Government Surplus Bulletin, Box 213S, East Hartford, Conn.

CROCHETED SHOWER GIFTS, nylon embroidered booties. Assorted colors, white trim. $1.25 paid. Red Rose Potholders, $1.00 pair. Cobbler Aprons, small or medium, $1.35 each. Mrs. R. B. Kendirck, Rt. 4, Concord, N. C.

WATCHES WANTED. Any condition. Also broken jewelry, spectacles, dental gold, diamonds, silver. Cash sent promptly. Mail articles. Satisfactory guaranteed. Lowe's, Holland Building, St. Louis 1, Missouri.

DO YOU HAVE an old auto or truck stored away? Here's your opportunity to convert it into cash. Highest prices paid for models before 1915. Also want license tags around 1910. Write complete information, price wanted to J. J. Malpass, Burgaw, N. C.

Hale!

A Matter of Life

During his first trip in a submarine a Navy chaplain was surprised to hear the sounds of swearing from the engine room. He marched indignantly to the captain and complained.

"I must tell you," said the captain, "that our sub has sprug a leak. Those cuss words you hear are coming from the men trying to keep the engine running. While they're pumping and swearing we're all right; but when they stop cussing and start praying, it's the end!"

* * *

Weight

A man who discovered the joys of fishing rather late in life became even more insistent than ordinary anglers upon recounting his triumphs to skeptical acquaintances. Enraged by their thinly veiled hints that he was a liar, he bought a pair of scales, installed them in his library, and made his friends watch while he actually weighed the fish he had caught.

One evening a neighbor burst in excitedly and sought permission to borrow the scales. He was back in 10 minutes, his face flushed with delight. "Congratulate me," he cried, "I am the father of a 24-pound baby boy!"

* * *

Ingratitude

A worried man walked into the office of the Rent Control Administrator and asked if anyone could tell him who his landlord was.

Clerk: "Your landlord is the man you pay rent to."

Man: "I don't pay no rent. You see 'bout nine years ago I found me a vacant house and moved in. I been there ever since and I ain't paid no rent."

Clerk: "Well, then, what are you worrying about? You have no complaint."

Man: "Yes, sir, I have, if somebody don't fix that roof, I'm gonna move out."

* * *

Much Too Far

Recruit: "How far is it to camp?"

Two-Striper: "About 10 miles as the crow flies."

Recruit: "How far is it if the crow had to walk and carry a pack and rifle?"

* * *

Wunst

A Metropolitan Symphony Orchestra had given a special performance in a small New England town. It was a new experience for many of the inhabitants. The next day some of the old-timers, gathered around the stove in the general store, were expressing their opinions of the concert.

"Well, all I got to say," commented one old character with finality, "is that was a danged long way to bring that bass drum to bang it only wunst!"

* * *

Epitaph

Two travelers in Ireland, returning home late one night, lost their way.

Said one, "We must be in a cemetery. Here's the gravestone."

"Whose is it?" asked the other.

The more sober of the two, having struck a match, said, "I don't know but he seems to have lived to a ripe old age—175."

"Can you read the name?" insisted his companion.

Another match having been lit: "I don't know him. Some fellow called 'Miles from Dublin.'"

* * *

But Quick

The landlord was making one more attempt to collect rent from his tenant, a poet.

After the tirade the poet spoke up: "Why, sir, you ought to pay me for living here. In a few years' time people will be looking up at this miserable attic and saying: 'That's where Miller the poet used to live."

"Well, they needn't wait all that time," answered the landlord. "If you don't pay me by 11 o'clock they can say it tomorrow."

EDITORIALS

The Langer Report

Our story on page seven is strong—and highly recommended-reading. It contains some of the stark revelations about the electric power industry that came out of the recently-completed Senate investigation. The report will surprise and perhaps shock many readers.

The story pretty well speaks for itself, but a few qualifying remarks are in order. First of all, the investigating sub-committee was headed by Senator Langer, an outspoken critic of commercial electric companies, and included such public power supporters as Senators Kefauver and Kilgore. Senator Dirkson, commercial power supporter, did not concur in the report of the sub-committee, and plans to submit a minority report. It had not been made public as this issue went to press.

Critics of the investigation say it was one-sided, that only people with a grudge against the power companies were called to testify. And, they maintain, many of the hearings were held with only one senator present.

There is some merit to all of these criticism. And yet the record is there. Reputable men swore under oath that the companies in question charged their consumers too much—and used part of the money to influence elections and engage in other highly suspect activities. The hearings also brought out alarming evidence of monopolistic control of the companies by outside interests.

In short, there is plenty of smoke. The Senate should find out, through a properly financed investigation, if there is any fire.

The St. Louis Post Dispatch

THE PRIVATE POWER HOOK-UP

An Orchid for Ike

Last month President Eisenhower sent his proposals to Congress covering the budget for next year. For REA's electrification loan program he requested a total of $185 million. Moreover, the president made it clear that if Congress does not remove the restrictive allocation formula from the REA Act—which necessitates requesting more funds than are actually needed—he will ask for an additional $35 million, bringing the total to $220.

In his budget message the president said: "The need for electrification loans to provide initial connections of farm homes . . . is much less than in earlier years. But this is more than off-set by larger requirements for improvements of existing systems and for power generation." We commend President Eisenhower and his administration on what is obviously a revised evaluation of electrification loan fund needs.

TARHEEL VIEWS

By William T. Crisp

For over two years 14 North Carolina electric cooperatives have attempted without success to buy a large portion of their power requirments from the Federal Government's John H. Kerr Dam in Virginia. The cooperatives, as preference customers under Federal law, are entitled to the first opportunity to buy it.

The reason they want to buy it is simple: They can buy it at a cheaper price than they are now paying Carolina Power & Light Company. But there's the catch. For, as a CP&L spokesman—arguing against a proposed government transmission line — told Congress three years ago, that company already has a transmission system which can bring this power to the co-operatives. In addition, the company's spokesman promised that if Congress would only kill the proposed government line, CP&L would "wheel" the power to the co-ops when they decided to buy it. Congress killed the proposed line; the cooperatives definitely decided to buy just as soon as the power became available in 1952; but CP&L has thus far failed to honor its promise.

Since December of last year, the co-operatives have been negotiating with CP&L and the Department of Interior in the hope of persuading the company to live up to that promise.

The cooperatives, pointing to the Federal laws which govern the matter, insist that sale of the power must be made directly to them. They also contend that if the company buys the power and then resells it to the co-ops, the resale rate cannot be guaranteed. They cite in support of this contention the present rate case in which Virginia Electric Power Company is charged by eight North Carolina towns with discriminating against them—and in favor of five co-ops—as to rates. Such a case could not even arise if the cooperatives buy this power directly from the govrenment.

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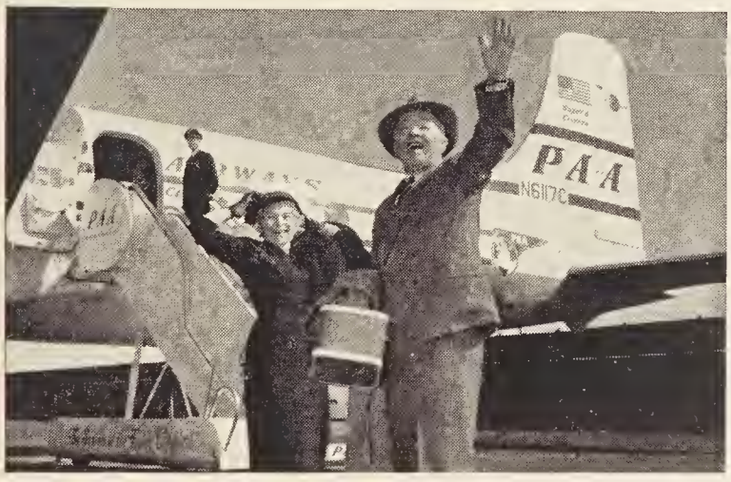

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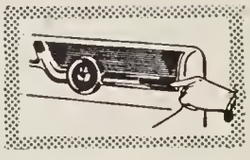

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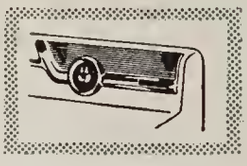

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